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CONSUMER TIME

FOOD CONSERVATION

R-145

NETWORK: NBC

DATE: May 29, 1943

ORIGIN: WRC

TIME: 12:15-12:30 PM.
EWT

(Produced by the Food Distribution Administration of the Department of Agriculture this script is for reference only, and may not be broadcast without special permission. The title, CONSUMER TIME, is restricted to network broadcasts of this program, presented for ten years in the interest of consumers.)

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1. SOUND: CASH REGISTER...RINGS TWICE...

2. MAN: (SIMPLY) This is CONSUMER TIME.

3. SOUND: MONEY IN TILL...CLOSE DRAWER...

4. WOMAN: That's your money buying food.

5. SOUND: CASH REGISTER.

6. MAN: That's your money paying for a home.

7. SOUND: CASH REGISTER.

8. WOMAN: That's your money buying clothes.

9. MAN: Buying you a living in wartime.

10. SOUND: CASH REGISTER...CLOSE DRAWER...

11. VOICE: The Consumer News of the Week - interpreted by your consumer reporter, Johnny Smith.
12. JOHN: The war orders straight from Washington.
13. VOICE: (ON FILTER) OPA reduces ceiling prices on new potatoes.
14. JOHN: All new white potatoes in the 1943 crop have had new ~~lower~~ ceilings placed on them - to save you seven cents out of every dollar you'll be paying for potatoes this year. Watch these ceiling prices. Be sure you aren't overcharged. And here are some more new prices you ought to watch —
15. VOICE: (ON FILTER) Dollars-and-cents ceilings set by OPA on all war models of pressure cookers.
16. JOHN: Two hundred seventy-five thousand new pressure cookers are being manufactured for you to buy and use this year in home canning. Now, that may sound like a lot of pressure cookers but remember - they've got to be distributed all over this whole country. So all of us who get one ought to share it with as many neighbors as we possibly can. And if you buy one - do be sure to check on the ceiling price. And - another warning from OPA —
17. VOICE: (ON FILTER) Don't give your ration stamps away. Destroy them.
18. JOHN: Even the stamps that have expired should be destroyed, because they breed black markets. If you don't need any of your ration stamps, burn them up - or tear them so that nobody else could possibly use them. You'll be protecting your own food supply if you follow this rule.

21. JOHN: And you know America would have ten or fifteen percent more food, if we all didn't waste so much of what we buy.
22. FREYMAN: Ten or fifteen, Johnny! It's going up!
23. JOHN: Well, the experts differ a bit Mrs. Freyman, as to just how much food we consumers do waste.
24. FREYMAN: But how do we waste it? And how can we stop wasting it?
25. JOHN: In lots of little ways. Ways you might not think of unless you'd been through something that made you realize just how precious every single mouthful of food is.
26. FREYMAN: Like our boys who fought on Bataan ———
27. JOHN: Yes — or the ones in Africa. I have a friend — Bill Jenkins — who came back from there a few weeks ago.
28. FREYMAN: He'd been wounded?
29. JOHN: Yes, but he's still able to get around. And Bill says he never saw a meal that looked so good as his first dinner back home. Bill had been a mess sergeant in the Army, so he knew food. And when he saw that table he let out a yell —

30. BILL: (FADING IN) Boy, oh boy! What a feed!
31. FATHER: Think you can get around it?
32. BILL: Can I!
33. MOTHER: Well, sit down, son.
34. JUNIOR: (WHINEY) Mom, I want to sit next to Bill.
35. MOTHER: No, Junior - you sit over here, across the table. Then you can look at him.
36. JUNIOR: Awww -----
37. BILL: Gee, I thought you civilians were supposed to be rationed!
38. MOTHER: We are. I've saved up most of our ration points for the whole week to give you this dinner.
39. BILL: Gee, it sure looks like Thanksgiving!
40. FATHER: You want to say the grace, Bill?
41. BILL: Sure.....(REVERENTLY) We do give thanks, God that we're all here together again. Help us to see that this abundance which we have is shared with other people - so that someday no people, anywhere in the world, will suffer from starvation.
42. SOUND: PAUSE, THEN SLIGHT RATTLE OF SPOON ON PLATE. SERVING.

43. FATHER: (CLEARING THROAT) You - uh - you said that as if you mean it, son.
44. BILL: (SERIOUSLY) I do mean it. Why, do you know - when we got to Africa, some towns didn't have anything left to eat but a little bit of flour. The Nazis had gone through there like a swarm of locusts.
45. MOTHER: It's terrible -
46. FATHER: Want some peas, son - and carrots?
47. BILL: Sure thing.
48. SOUND: SERVING:
49. BILL: Hey, Dad - not so much!
50. FATHER: We got to keep you fed.
51. BILL: But I can't eat that much. Honest.
52. MOTHER: Now, don't you worry. We've got plenty more out in the kitchen. Give him another slice of meat, dear.
53. FATHER: All right ——
54. BILL: Gee, you folks don't know what scarcity is - do you?
55. MOTHER: (HURT) Why, Bill——!

56. BILL: I feel guilty with all this food - while other people are starving.
57. FATHER: Bill - why don't you forget those other people for a while, and just enjoy this dinner. Your mother worked mighty hard to get it ready for you.
58. BILL: Of course. I'm sorry, Mom —
59. MOTHER: That's all right, son. I - I guess you've changed.
60. JUNIOR: Tell us about the Africans, Bill.
61. MOTHER: Junior - you eat your vegetables.
62. JUNIOR: I can't. They don't taste good.
63. MOTHER: Well, here - I'll put some more butter on them
There now eat them up.
64. JUNIOR: Aw, gee, do I have to?
65. MOTHER: They're good for you.
66. JUNIOR: I don't like 'em.
67. MOTHER: Just one bite more ——?
68. JUNIOR: No.
69. MOTHER: Well, I hate to see good food go to waste, but —
70. BILL: Go to waste! You aren't going to throw those vegetables away!

71. MOTHER: What else can I do with them?
72. BILL: Can't you use 'em in soup or something?
73. MOTHER: After Junior's tasted them?
74. BILL: What's the matter with Junior? He hasn't got hydrophobi
has he?
75. MOTHER: No, but ——
76. BILL: You can feed 'em to me - tomorrow. And save these
on my plate, will you? If there's any left ——
77. MOTHER: (DOUBTFULLY) Well, all right ——
78. JUNIOR: Gee, Bill - you must like vegetables!
79. BILL: They help to make me big and tough.
80. MOTHER: (WONDERINGLY) Bill, you certainly have changed! Why,
I can remember when you were just as fussy about your
food as Junior is.
81. BILL: Guess I learned somethin', - workin' as mess sergeant -
doling out rations to men who might be eating their
last meal. We had to figure mighty close - enough
food to keep 'em fighting, yet never a bite going to
waste. Always used up every speck of left-overs ——
82. JUNIOR: Mom ——
83. MOTHER: Yes, Junior ——

84. JUNIOR: Can I have my plate back again?
85. MOTHER: (SURPRISED) What for?
86. JUNIOR: I want to eat the vegetables —
87. MOTHER: You do!
88. JUNIOR: I want to be big and tough — like Bill.
89. BILL: That's the stuff, boy!
90. JUNIOR: And then can I go to Africa — and fight?
91. BILL: (SERIOUSLY) I hope you don't ever have to go to Africa and fight.
92. JUNIOR: But I want to help you win the war.
93. BILL:¹/₃ You can help me more ~~to win~~ the war — and the peace, too — by fighting right here at home.
94. JUNIOR: How?
95. BILL: Oh — eating your vegetables. Always cleaning your plate.
96. JUNIOR: But sometimes I can't clean it, Bill. Sometimes there's too much to clean.
97. FATHER: Guess that's my fault. Guess I pile on too much.
98. MOTHER: Or maybe it's my fault. Maybe I cook too much.
99. BILL: I guess we've all got to work together to save food.

100. JUNIOR: Can't I do something more to win the war, Bill -
'stead of just saving food?
101. BILL: Why, that 's ome of the biggest things you can do.
102. JUNIOR: It is?
103. BILL: Sure thing. If all families like you and Mom and Dad
did everything they could to conserve food, why we'd
have this old war won a whole lot sooner.
104. JUNIOR: Gee! Guess I better save every bit I can.
105. BILL: Guess you better.
106. FATHER: Count me in too, Son.
107. MOTHER: And me.
108. BILL: Fine.
109. JUNIOR: That's three biters saving bites. Mom and Dad and me
are winning the war already!
110. CAST: SLIGHT LAUGHTER, FADING.
111. JOHN: But Junior isn't so far wrong. If all American families
saved ten or fifteen percent of food - instead of
wasting it - do you realize how much more food we'd have?
112. FREYMAN: How much, Johnny?
113. JOHN: Enough to supply almost all the needs of our armed
forces and our allies for a whole year.

114. FREYMAN: Really?
115. JOHN: Or - if you kept that saved food right here on the home front - it would feed the entire population of these United States for at least five or six weeks.
116. FREYMAN: Good heavens!
117. JOHN: Or - if we could get it to the hungry people of Greece, for instance - it would feed them for two years.
118. FREYMAN: Why, I had no idea we were throwing that much food into the garbage can!
119. JOHN: It isn't just the garbage can that eats it up, Mrs. Freyman. There are food losses all along the line, from the time you buy it, till it reaches the garbage can.
120. FREYMAN: Well, suppose we follow right along that line, Johnny - and you point out the pitfalls to me - so I can see where we might save food.
121. JOHN: Well, first - before you even go to buy, there's the question of planning your menus.
122. FREYMAN: You mean - so we won't buy more than we need.

123. JOHN: Yes - and so that the food you do buy gives your family the most possible strength and nourishment. Well balanced meals are better than big meals that aren't well balanced.
124. FREYMAN: I see.
125. JOHN: And then - when you go to buy, you want to use every bit of consumer information and food-buying tips you've ever gotten from this program.
126. FREYMAN: Like reading labels - how to judge quality and flavor in food?
127. JOHN: Yes - and how not to judge them.
128. FREYMAN: What do you mean?
129. JOHN: Well, a good deal of the waste in food stores - especially of fruits and vegetables - is due to too much handling. Tomatoes, for instance. People come in - squeeze them to see if they're ripe - and soon the tomatoes are so damaged that they can't be sold. Why one out of every seven tomatoes that come into a store has to be thrown away.
130. FREYMAN: But Johnny - we do need to know if they're ripe - or over-ripe.

131. JOHN: Then just take a look at them — or handle them gently. You know, when a store-keeper has to throw away food, that isn't only a loss to him. It's a loss to all of us —
132. FREYMAN: I'll remember that — and keep hands off.
133. JOHN: And that same rule — careful handling — applies to the food you buy and take home. You want to wash it — if it's fruit or vegetables — and store it where it will keep best.
134. FREYMAN: In the refrigerator.
135. JOHN: For some foods — yes. I have a leaflet here that will give you some facts on storage of food —
136. FREYMAN: (READING) "Fight Food Waste in the Home —"
137. JOHN: You can get a copy of this by writing in to Consumer Time.
138. FREYMAN: I see it tells how to keep various kinds of food from spoiling —
139. JOHN: Meat — eggs, milk, vegetables, fruit, bread.....You know, out of every six pounds of garbage, one pound is bread.
140. FREYMAN: Probably got stale.

141. JOHN: But it's still good, nourishing food. It can be dried and rolled out into bread crumbs - or used in stuffing.
142. FREYMAN: Well, in the summer, you know, Johnny - bread often gets moldy.
143. JOHN: The way to prevent that is to wrap it in wax paper and keep it in your refrigerator?
144. FREYMAN: Bread! In the refrigerator?
145. JOHN: That's what it says right here in this leaflet - straight from the Bureau of Home Economics.
146. FREYMAN: Well! Guess I'd better write in for this leaflet.
147. JOHN: And we have something else to offer you today. A Consumer Tips Card with rules for saving food - from the time you plan your menus, till you scrape the bits that absolutely can't be eaten into the garbage can.
148. FREYMAN: I thought that was a good point that Bill's father brought out, in the story - that sometimes we fill the plates too full.
149. JOHN: We do. And that point is right on our Consumer Tips Card - along with suggestions for saving food when you're preparing it, and for using any left-overs.

150. FREYMAN: My, when you consider all those different angles, it's easy to see how we can waste ten or fifteen percent of the food we buy.
151. JOHN: It's easy to see, but it's just as easy to avoid that waste - if we know where it is, and guard against it.
152. FREYMAN: I think this leaflet - and the Tips Card - are going to help a lot.
153. JOHN: Well, and I've something else for you today. And that's a bit of advice from a real food expert. A man who has spent years studying people's diets and helping them get more out of the food they eat. He's Mr. M. L. Wilson - Chief of the Nutrition and Food Conservation Branch of F.D.A.
154. FREYMAN: I've heard of him, Johnny. I'd like to meet him.
155. JOHN: Mr. Wilson - this is our inquiring consumer Mrs. Evelyn Freyman.
156. WILSON: How do you do, Mrs. Freyman.
157. FREYMAN: How do you do.
158. JOHN: Well, the microphone's yours, Mr. Wilson. Say anything you please.
159. WILSON: All right, Johnny. First I'd like to expand a bit on something you said.

160. JOHN: What's that?
161. WILSON: About the spoilage of fruits and vegetables in stores. Now, I've heard a lot of consumers complain about that, and rightly so. But they don't seem to realize that there are things they can do to help prevent that spoilage.
162. FREYMAN: You mean - other things, Mr. Wilson - besides avoiding handling?
163. WILSON: Yes, I mean you might buy up those fruits and vegetables before they spoil. If your grocer has some things left at the close of the day that might spoil if they were kept in the store there till the next day's business - why, it's likely that he'd be willing to sell them to you at a reduced price, rather than lose money on them altogether.
164. FREYMAN: Is that a general practice - reducing prices on fruits and vegetables that are threatened with spoilage?
165. WILSON: In some stores - yes. I don't know the practice of your own storekeeper, but you might sound him out on it. Perhaps he doesn't have much left over these days, but he's apt to have more and more as we move into summer, and he might be very willing to consider the idea.

166. FREYMAN: Especially in wartime - with food so important.
167. WILSON: That's it. During the last war, you know, women often went straight to the wholesale produce markets and bought up the surplus for canning.
168. FREYMAN: Oh? I didn't know that.
169. WILSON: Yes - out in St. Louis, the Women's Central Committee on Food Conservation established a community canning center right near the market - so they could rescue every night the fruits and vegetables that were in danger of spoiling.
170. FREYMAN: Well, that sounds like something we might do - in this war.
171. WILSON: I should think we might. Food is certainly just as important in this war as it was in the last one. May be more important - because we're going to need a whole lot more of it before we're through. More people are involved in this war. More are hungry. You know, that story John told - about his friend Bill who's back from Africa - reminded me of an incident I heard that happened during the African invasion.
172. FREYMAN: What was that, Mr. Wilson?

173. WILSON: Well, it seems that a car full of American soldiers rolled up to a French fort which they had expected to be friendly - and found it bristling with guns. At first the boys were stumped as to just how they should proceed to capture it. Then they rolled back the tarpaulin covering their car and showed the Frenchmen that it was packed full of food. Almost immediately the bristling guns were lowered, and a white flag went up instead.
174. FREYMAN: So that's what food can mean in war.
175. WILSON: That's what it can mean. And it's going to mean it more and more as we set free one enslaved country after another. We have to feed those people. Food is the one thing they need right now, above all others. And - in order to get enough food to do such a tremendous world-wide job - you and I are going to have to conserve what we have here at home.
176. FREYMAN: Well, I think this leaflet Johnny's offered - and the Consumer Tips Card - will at least get us started on the right track.
177. WILSON: I think they will. If every consumer would follow the suggestions set forth there, we would be able to save a good deal of that ten or fifteen percent that now gets wasted.

178. JOHN: Well, the suggestions are here -- ready to save food and money for every listener -- if you'll just drop a postcard to CONSUMER TIME -- Department of Agriculture Washington, D. C. All we ask is your name and address and the call letters of the radio station over which you heard this program.
179. FREYMAN: Good. And -- some other facts we consumers would like, Johnny -----What ration stamps are valid now?
180. JOHN: For canned goods -- Blue stamps G, H and J may be used until June seventh, and K, L. and M are good till the seventh of July.
181. FREYMAN: I see. How about meat and fats?
182. JOHN: Red stamps E, F, G and H are until Monday.
183. FREYMAN: Till Monday! Then they expire?
184. JOHN: That's right. But Red stamp J, which is valid now, will continue to be good all through June. And K becomes valid on Monday and also lasts through June.
185. FREYMAN: I'll remember that. And -- for buying coffee?
186. JOHN: Stamp number twenty-three in War Ration Book One is still good for one pound of coffee -- if you use it today or tomorrow. Stamp twenty-four becomes valid for another pound on Monday, and may be used through June.

187. FREYMAN: What about sugar, Johnny?
188. JOHN: Stamp number twelve in Book One is still good for five pounds of sugar - if used today or tomorrow.
189. FREYMAN: My! I'll have to check up on all these stamps that are expiring this weekend.
190. JOHN: Well, you don't have to spend them - if you don't need them. Another stamp - number thirteen will become valid for five more pounds of sugar on Monday - and run till the middle of August.
191. FREYMAN: But I do need sugar now, Johnny - for home canning.
192. JOHN: Well, you can get some extra for that. Stamps fifteen and sixteen in Book One are each valid for five extra pounds. And if you honestly need even more than that for home canning - you can go to your ration board and get sugar allowance coupons that will entitle you to as much as fifteen more pounds for each member of your family.
193. FREYMAN: Well, thanks a lot, Johnny. And another thing I want to ask....Is there any way we can tell what foods are most plentiful now? I mean - so we can plan our menus to use the foods that are plentiful.

194. JOHN: There are several ways of finding that out. It would take a whole broadcast to tell you.
195. FREYMAN: Well, why don't we make that our broadcast then -- for next week?
196. JOHN: Okay. And I want to tell you now about the broadcast we've planned for the week following. On June twelfth we're going to celebrate our tenth anniversary.
197. FREYMAN: You mean CONSUMER TIME will be ten years old?
198. JOHN: That's right. And we're going to have a very special program.
199. FREYMAN: Well, I'll be here -- with bells on.
200. JOHN: I'm counting on you -- And meanwhile -- if you'd like to know how to save food -- how to put money in your pocketbooks and strength in your family's meals -- just drop a post card to CONSUMER TIME -- Department of Agriculture -- Washington, D. C. Tell us you want the facts on saving food -- and we'll send them. So-cheerio -- and let's starve the garbage pail -- shall we?

201. ANNOUNCER:

Here's that address again -- CONSUMER TIME -- Department of Agriculture -- Washington, D. C. Just say you want the facts on saving food, and give us your own name and address and the call letters of your radio station.

Heard on today's program were:

Script by Jane Ashman.

CONSUMER TIME is a public service of NBC and the associated radio stations -- presented by the Food Distribution Administration in the Department of Agriculture and other Government agencies working for consumers.

CONSUMER TIME has come to you from Washington, D. C.

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